



## Social Media

Adrian Feane | Understanding how to implement and manage Social Media campaigns and

DIGITAL MARKETING INSTITUTE

### Topics & Agenda

- 1** Intro – The Nature & Role of Social in the Digital Mix.
- 2** Facebook – How people use it, getting started & best practice
- 3** Twitter – How people use it, getting started & best practice
- 4** LinkedIn – How people use it, getting started & best practice
- 5** Summary

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### The Role & Potential Uses of Social

#### Our Options & The Direction To Take?

- Do nothing. Deemed of low importance.
- Approach Social as an advertising platform.
- Social as a sales tool – to win new customers.
- Social as a CRM tool – to serve & retain existing customers.
- Seek to Create & Manage an online “community”.
- Use to Monitor your “brand temperature”.

 **Building applications to make it all work.**



### The Key Challenge for all Business / Marketers...

*How do we create an excuse or a reason for us to have conversations and interactions with people on social media sites?*

*Product attributes, pricing, press releases and company info is not going to sufficiently engage people.*

*The conversation will often need to be about topics linked directly and indirectly to my product that are of interest to the user... we'll often need to*

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### Consider...

**No Media Cost... but not free.** The investment is about our time, energy, passion and overall effort involved in pursuing conversations with customers online.

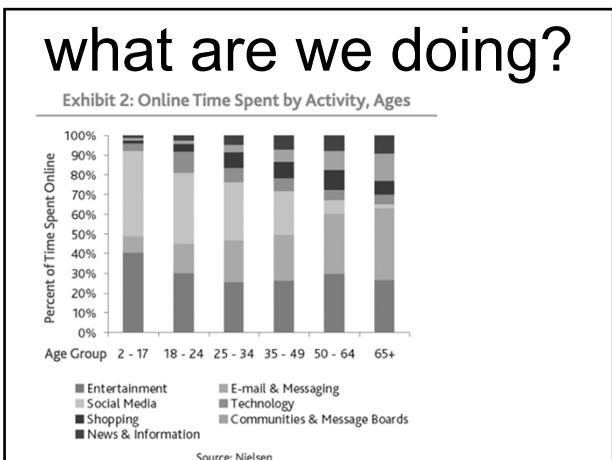
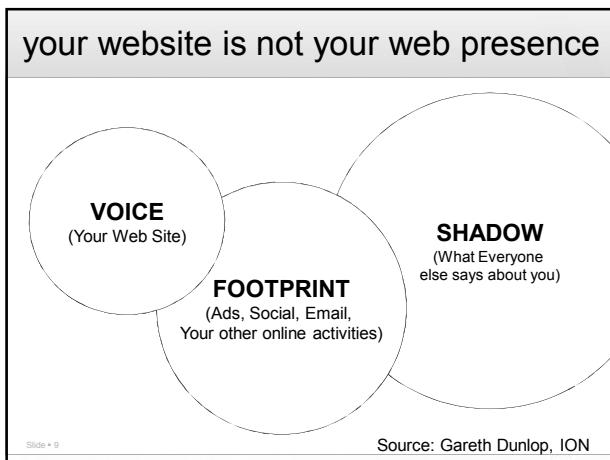
Never underestimate the **“Opportunity Cost” of social.**

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**Driven By a Passion for Technology and Human Interaction... not by a desire to make money!**

**Social is changing the way brands can and should communicate with Consumers...**



**Before we act we must... Listen**

**Social Media Monitoring - Resources**

- Monitor your online reputation and learn who is talking about you online not only through the search engines – some popular free tools include
  - <http://www.google.com/alerts>, [www.search.twitter.com](http://www.search.twitter.com), <http://www.fbsearch.us>, [www.Kurrently.com](http://www.Kurrently.com),
  - <http://www.addictomatic.com>, [www.socialmention.com](http://www.socialmention.com), <http://www.boardtracker.com>, <http://www.Twilert.com>, [www.Topsy.com](http://www.Topsy.com), searching on Flickr.com, YouTube.com, relevant boards and within forums

You can also set up searches on Twitter using the tools such as Hootsuite.com and Tweetdeck.com – see also the Twitter resources

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## Questions?

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Facebook helps you connect and share with the people in your life.

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### Average Usage



<b>People on Facebook</b>	More than 800 million active users More than 50% of our active users log on to Facebook in any given day Average user has 130 friends
<b>Activity on Facebook</b>	More than 900 million objects that people interact with (pages, groups, events and community pages) Average user is connected to 80 community pages, groups and events On average, more than 250 million photos are uploaded per day

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**Average Usage**

**Global Reach**

- More than 70 languages available on the site
- More than 75% of users are outside of the United States
- Over 300,000 users helped translate the site through the translations application

**Platform**

- On average, people on Facebook install apps more than 20 million times every day
- Every month, more than 500 million people use an app on Facebook or experience Facebook Platform on other websites
- More than 7 million apps and websites are integrated with Facebook

**Mobile**

- More than 350 million active users currently access Facebook through their mobile devices
- More than 475 mobile operators globally work to deploy and promote Facebook mobile products

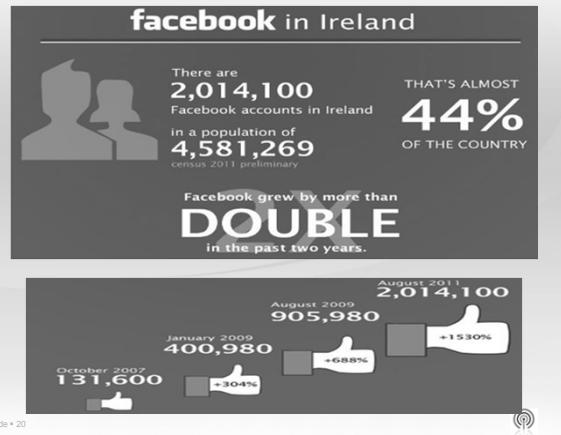
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### Why People Use Facebook – And Who Uses it?

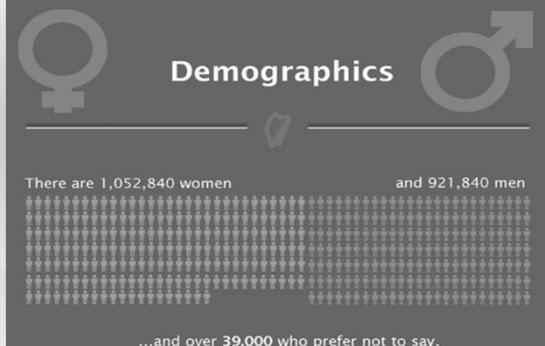
- 1. To interact with friends**
  - 2. To share photos**
  - 3. To Gossip / out of curiosity**
  - 4. Staying in touch with trends / buzz**
  - 5. To follow brands / companies**
- **14 – 17 year olds - 18%**
- **18 – 34 year olds – 45%**
- **35 – 44 year olds – 20%**
- 55% Female Bias**
- Slide • 18

## Facebook in Ireland... a closer strategic look

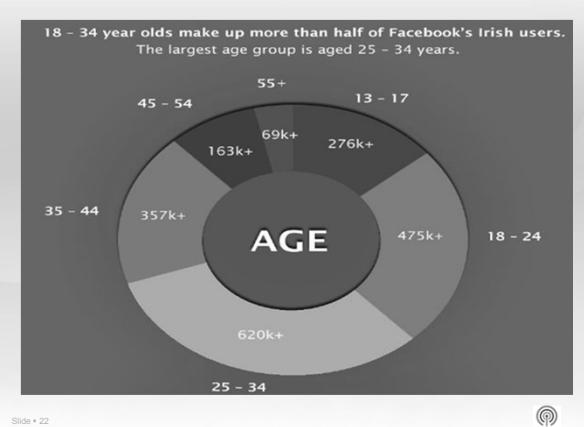
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Slide • 21



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Why Facebook Users Like Pages:

- 40% to receive discounts and promotions
- 39% to show my support for the company
- 36% to get a "freebie"
- 34% to stay informed about the company
- 33% to get updates on future products
- 30% to get updates on upcoming sales
- 29% for fun or entertainment
- 25% to get access to exclusive content

AKA WHAT FACEBOOK USERS WANT FROM YOU



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Give the People What They Want:

- Keep content fresh
- Integrate with blog and Twitter
- Post Facebook-only content
- Promote a contest via Facebook
- Interact
  - Respond to fans
  - Post questions as status updates
  - Post polls
- Capture visitors on landing?



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## Getting Started....

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facebook

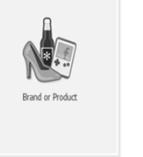
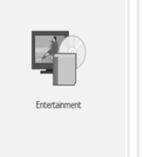
Sign Up  
It's free and always will be.

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Your Email: \_\_\_\_\_  
Re-enter Email: \_\_\_\_\_  
New Password: \_\_\_\_\_  
I am: Select Sex: \_\_\_\_\_  
Birthday: Month: \_\_\_\_\_ Day: \_\_\_\_\_ Year: \_\_\_\_\_  
Why do I need to provide this?  
Sign Up

Create a Page for a celebrity, band or business.

[Create a Page](#)

Connect with your fans on Facebook.

Local Business or Place  
Company, Organization, or Institution  
Brand or Product  
Artist, Band or Public Figure  
Entertainment  
Cause or Community

facebook DEVELOPERS Documentation Forum Showcase Blog My Apps Search for documentation

Getting Started Core Concepts Social Plugins Graph API Social Channels Authentication Open Graph protocol Advanced Topics SDKs & Tools Plugins Activity Feed Groups Fanlike Like Box Like Button Live Stream Login Button Recommendations

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:
 

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

Facebook Page URL: <http://www.facebook.com/berform>  
Width: 292  
Color Scheme: Light  
Show Faces:   
Show Likes:   
Stream:   
Show Stream:   
Header:   
Show Header:   
Get Code

Find us on Facebook Facebook Platform Adding new features to Comments Box Social Plugins: Like Box plugin launched last month, more than 30 million websites have added the Like Box to their site. Today we're launching three new features: improved traffic, engagement, and the ability to share content on other sites. Improved News Feed stories. Improved Facebook Developer Blog links. Full Article...

Facebook Platform 1 hour ago - via Newsfeed message

1,746,613 people like Facebook Platform

## Page Set Up – Beyond the Basics...

- Add photos, videos, notes – optimise for the newsfeed (see later) - <http://bgn.bz/fbnewsfeed> and <http://bgn.bz/fbedgerank>
- Track your Facebook analytics using Facebook Insights - <http://bgn.bz/fbinsights>
- Ensure your account is set up so that you get notifications of content being posted to your Page
- Facebook plugins integrate Facebook on your website for example the Facebook Like button, Facebook send button (<http://bgn.bz/fbsend>), Facebook comments - <http://bgn.bz/fbplugins>
- If you want to use the Facebook logo in your marketing promotions refer to the Facebook brand permissions - <http://bgn.bz/fbbrand>
- Use the Facebook events application to promote your events – you will find this as an application on Facebook which you can access when editing your Page

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## Facebook Places & Deals...

<http://www.facebook.com/places>  
<http://www.facebook.com/deals>

- If you are a local physical business ensure that you claim your Facebook Place Page <http://www.facebook.com/places> which will enable you to host Facebook Deals (a paid service) <http://bgn.bz/fbdealsinfo>. Promote your physical presence encouraging your customers to 'check in'
- If your Place has not already been established launch Facebook on your iPhone or with an HTML 5 enabled mobile using [touch.facebook.com](http://touch.facebook.com) – search to find your Place. Create your Place entering your name and a description
- Claim your Place to manage your address, contact information, business hours, profile photo, admins etc – you will have the functionality of maps, directions and check-ins. You will need to verify your Place using a mobile phone
- Merge your Place with your Page – not recommended if you have multiple locations
- Facebook Deals launch in Ireland examples - <http://bgn.bz/fbdealslaunchire>

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## Some Rules... to consider

Promotions on Facebook must be administered within Apps on Facebook.com, either on a Canvas Page or an app on a Page Tab.

You must not use Facebook features or functionality as a promotion's registration or entry mechanism. For example, the act of liking a Page or checking in to a Place cannot automatically register or enter a promotion participant.

You must not condition registration or entry upon the user taking any action using any Facebook features or functionality other than liking a Page, checking in to a Place, or connecting to your app. For example, you must not condition registration or entry upon the user liking a Wall post, or commenting or uploading a photo on a Wall.

You must not use Facebook features or functionality, such as the Like button, as a voting mechanism for a promotion.

You must not notify winners through Facebook, such as through Facebook messages, chat, or posts on profiles or Pages.

NOTE: Ensure you and your web developer review the full guidelines and ensure that your promotion is compliant

**Facebook Promotion Guidelines - Summary**  
<http://bgn.bz/fbpromotionguidelines>  
 Updated 11 May 2011

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## The Need to Act but also to be Careful...

<http://www.facebook.com/pages/Kwik-Fit-the-worst-corporate-reputation-in-the-UK/335225647428>



## Google

kwik fit facebook

About 89,100 results (0.16 seconds)

Search | Advanced search

Everything  
 Images  
 Videos  
 News  
 More

Dublin  
 Change location

The web  
 Pages from Ireland  
 More search tools

Kwik Fit - the worst corporate reputation in the UK | Facebook  
 Welcome to a Facebook Page about Kwik Fit - the worst corporate reputation in the UK. Join Facebook to start connecting with Kwik Fit - the worst corporate ...  
[www.facebook.com/pages/Kwik-Fit-the-worst-corporate-reputation-in-the-UK/335225647428](http://www.facebook.com/pages/Kwik-Fit-the-worst-corporate-reputation-in-the-UK/335225647428) - Cached

Kwik Fit | Organization | Facebook

Kwik Fit - Description: Kwik Fit is a British car servicing and repair ...  
[www.facebook.com/pages/Kwik-Fit-the-worst-corporate-reputation-in-the-UK/335225647428](http://www.facebook.com/pages/Kwik-Fit-the-worst-corporate-reputation-in-the-UK/335225647428) - Cached

Kwik Fit Gardens | Facebook

Welcome to a Facebook Page about Kwik Fit Gardens. Join Facebook to start ...  
[www.facebook.com/pages/Kwik-Fit-Gardens/1062643369379385](http://www.facebook.com/pages/Kwik-Fit-Gardens/1062643369379385) - Cached

Kwik Fit Insurance | Facebook

Welcome to the Facebook Community Page about Kwik Fit Insurance. a ...  
[www.facebook.com/pages/Kwik-Fit-Insurance/10744845961196](http://www.facebook.com/pages/Kwik-Fit-Insurance/10744845961196) - Cached

\* Show more results from facebook.com

Kwik Fit Tyres & Exhaust Ltd - Wexford

Kwik Fit Tyres & Exhaust Ltd Wexford reviews by real people. Yelp is a fun and easy way ...  
 Yelp is using Facebook to personalize your experience. Options ...  
[www.virallog.com/viral/\\_Kwik-fit-tyres-exhaust-ltd-wexford](http://www.virallog.com/viral/_Kwik-fit-tyres-exhaust-ltd-wexford) - Cached

Kwik Fit Orla's Tyre Change

30 Jul 2009 ... Barack Obama features in Kwik Fit viral video ... facebook application on Schwoop's Facebook Profile App Add Source on Viral Friday ...  
[www.virallog.com/viral/\\_Kwik-fit-obama-tyre-change](http://www.virallog.com/viral/_Kwik-fit-obama-tyre-change) - Cached

Kwik Fit Gardens • Barrow Street, Dublin • [kwikfitgardens.ie](http://kwikfitgardens.ie)

Kwik Fit Gardens | Facebook Welcome to a Facebook Page about Kwik Fit Gardens. Join Facebook to start connecting with Kwik Fit Gardens ...  
[www.tuugo.info/companies/kwik-fit-gardens/0340001352371](http://www.tuugo.info/companies/kwik-fit-gardens/0340001352371) - Cached

Kwik Fit Reminder | Facebook app review

Kwik Fit Reminder allows you to keep track of upcoming events directly on your Facebook

## facebook

Email | Password | Log in |  Keep me logged in | Forgot your password?



Information

About  
 Your chance to have your say if you've suffered at the hands of Kwik Fit ...

318 people like this



See all

Iriston Edit

Bristol Edit

Kwik Fit - the worst corporate reputation in the UK is on Facebook

Sign up for Facebook to connect with Kwik Fit - the worst corporate reputation in the UK.

Keep me logged in | Forgot your password?

Just Kwik Fit - the worst corporate reputation in the UK

Just others

Kwik Fit - the worst corporate reputation in the UK

Just Kwik Fit - the worst corporate reputation in the UK

Just others

Kwik Fit - the worst corporate reputation in the UK

Kwik Fit comment:

"Don't let the police out our team have completed their investigations we ...

cannot make further comments."

A strategy of silence then, even when Kwik Fit are making national news - for all the wrong reasons. No surprises there!

Kwik Fit fitters in Porsche kill boy, 8 | The Sun | News

[www.thesun.co.uk](http://www.thesun.co.uk)

TWO men in a Porsche that killed a boy of eight on his scooter visited at a Kwik Fit garage in Bristol before the crash, it has emerged. The driver, 31, and his passenger, 18, had been working on the high-powered silver 911 Carrera 4S when it ploughed into little Ryan Fleming as he crossed

Carson Road, in Bristol, on Saturday morning.

See more

01 February at 10:22 · Like · Comment

Euan Pridley when I arrived at Kwik Fit, a customer car had broke

work done on it, it had to be taken for a road test to make sure the

brakes were working 100% before returning to the customer. If the car

hadn't been fixed, there would be no need....

See more

01 February at 03:49 · 52 people · Post

Kwik Fit - the worst corporate reputation in the UK with you

completely on this, Euan

01 February at 03:49 · Post

## Getting it Wrong... Nestle

Nestle entered the social media sphere with a Facebook Fanpage without any clear guidelines set out or any rules of engagement laid out.

Without any guidelines or training in how to respond to criticism, the page became a funnel for bad sentiment against Nestle, gaining mentions on major News channels in the process.

This could have been avoided with proper training, and a simple set of Guidelines.



## Getting it Right... Weight Watchers

The Weight Watchers Facebook page is a great example of effective community management. It features a clear navigation bar at the top, a sidebar with links to 'Wall', 'Locations', 'Friend Activity', 'Start of You', 'Fit & Fun', 'Daily Recipe', 'Videos', and 'Dinnerware home'. The main content area includes a 'About' section with a mission statement, a 'Likes' count of 826,143, and a 'Talking about this' section with 14,731 posts. The 'Photos' section shows a recent post from 'Weight Watchers' with a caption: 'It's smart and a burger doesn't have to make fast use of your Postmates! Pay it forward and share some love! Get your friends involved when you're dining out.' The page also includes a 'Comments' section with several recent posts from users like 'Andy Wohl' and 'Valerie Chapman'.

## Getting it Right... Starbucks

The Starbucks Facebook page is another excellent example of successful social media management. It features a prominent 'Pumpkin PIC' promotion on its cover. The sidebar includes links to 'Wall', 'Locations', 'Info', 'Recent Activity', 'Starbucks Card', 'Pumpkin Spice Latte', 'Frappuccino Mint Mocha Ch...', 'International', and 'Photos'. The main content area shows a 'Likes' count of 25,693,699, a 'Talking about this' count of 219,173, and a 'Photos here' count of 3,228,898. A recent post from 'Starbucks' encourages users to 'Join the PSL Celebration'.

## Some Interesting Examples...

The Signature at MGM Grand Facebook page shows a recent event post from 'Uncork'd Presents Top off to Paul Bocuse' on May 8, 2011, at 7:00pm. The post has received 5 likes and 12 hours ago. A comment from 'Geoff Dias' says: 'I'm there tomorrow night. Please don't disappoint. :)' and a reply from 'The Signature at MGM Grand' says: 'We look forward to welcoming you back tomorrow night!' There are also posts from 'CS: THE EXPERIENCE' and 'Besi Rivage Resort & Casino'.

A post from 'Samsung Mobile' titled 'IT'S TIME TO TEST' shows a video of the Samsung Galaxy SII surviving a drop test. The post has 54 likes and 11 comments. A comment from 'Michael Habib' says: 'admin i have abig group i can help u in your page send me your email to speak with responsible about this page ,thanks' and a reply from 'Findousi Abdul Faizi' says: 'My Galaxy S 2 didn't survive...and the glass is cracked...Samsung Service Center asked SR 1100 to repair + inform me that may be they will replace the motherboard too..I just wonder why they want to change the motherboard..The mobile is working fine and currently I am using it with the cracked display...' There are also 12 shares and a reply from 'Write a comment...'.



## Questions?

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**Tell the world what's happening in 140 characters or less!**

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### Twitter

#### Order of Operations:

- Join
  - Follow
  - Observe
  - Participate
- 
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You Don't Have to Tweet to use Twitter...

Just as you don't need to have a website to use the internet you don't need to tweet to use Twitter. Some people simply prefer to follow, watch and listen rather than contributing heavily.

We see two common types of Twitter users:

1. Contributors / Drivers
2. Followers / Consumers of information

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### Why People Use Twitter – And Who Uses it?

- 1. To follow celebrities**
- 2. To interact with friends**
- 3. To follow brands / companies**
- 4. To see what the “buzz” is...**
- 5. To show off!**

- 14 – 17 year olds - 15%
- 18 – 34 year olds – 50%
- 35 – 44 year olds – 25%

52% Male Bias

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## Our Interest As Marketers?

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### A Desirable Target Audience...

We are reaching people who are "Social Sparks" ... key influencers of wider groups of people around them.

**72%**  
of daily Twitter users publish blog posts at least monthly

**48%**  
of Twitter users share deals and coupons online

**61%**  
Write at least one product review a month

**23%**  
of Twitter users follow businesses to find special deals, promotions, or sales. (ComScore)

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### How do Businesses / Marketers Use Twitter?

- Indirectly** - To demonstrate their knowledge, expertise and credentials by contributing content and observations to industry groups.
- Directly** – To distribute sales offers, special promotions and specific product / service focused announcements etc.
- To Observe** – To build a better understanding of the needs / nature of their target audience customers and of their competitors.

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### Tweeting Tips for Business...

#### Ideas for great Tweets

**Listen.** Regularly monitor the comments about your company, brand, and products.

**Reward.** Tweet about special offers, discounts, or a daily deal.

**Customer Service.** Respond to compliments and feedback.

**Engage.** Share photos and behind-the-scenes info about your business.

**Show some personality.** Tell the world what you like and why.

**Increase loyalty.** Retweet and reply to great tweets.

**Ask** Ask questions of your followers to glean valuable insights.

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[www.business.twitter.com](http://www.business.twitter.com) Follow: @twitterbusiness

## Twitter for Business

Whatever the size of your organization, make the most of Twitter.

### Learn the Basics

- What is Twitter?
- Twitter Glossary
- Best Practices
- Twitter on the Go

### Optimize Your Activity

- Community Growing
- Case Studies
- Resources and Widgets
- API Integration

### Start Advertising

- Promoted Tweets
- Promoted Trends
- Promoted Accounts
- Analytics

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### Promoted Tweets... at Beta stage at present

#### Start Advertising

Start your journey with the most engaging innovative ads on the web.

**Promoted Tweets**  
Extend the reach of your Tweets to a broader audience.

**Promoted Trends**  
Feature a trending topic at the top of our trends list.

**Promoted Accounts**  
Turbocharge your follower rate to build a strong base of Followers.

#### Get Started with Promoted Products

All fields are required unless otherwise indicated.

<b>Advertiser</b> Who will be advertising?	<b>Advertiser Company or Brand Name</b>	<b>Estimated Monthly Budget</b> \$5,000 - \$9,999
<input type="text"/>	<input type="text"/>	<input type="checkbox"/>
<b>Twitter Username</b>	<b>Estimated Start Date</b>	<b>Select one</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>Interested In</b>	<b>Country or Region</b>	<b>Non-Profit? (optional)</b>
<input type="checkbox"/> Promoted Accounts	<input type="text"/>	<input type="checkbox"/> This is for a non-profit organization
<input type="checkbox"/> Promoted Tweets	<input type="text"/>	<input type="checkbox"/>
<input type="checkbox"/> Promoted Trends	<input type="text"/>	<input type="checkbox"/>
<b>About You</b> Tell us who you are and how best to contact you.	<b>Agency Name (optional)</b>	<b>City</b>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

## Growing Your Twitter Following?

- Look at other people's profiles – explore lists
- Participate or host your own industry/sector related Twitter chats – see this list <http://bgn.bz/twitterchatlist>
- Hold competitions and provide special offers
- Be worthy of being talked about so people will re-tweet your messages (RT)
- Use the search facility to find relevant conversations to participate in
- Ask and respond to questions (dependent on your Twitter policy) - join the conversation
- Add your Twitter profile to your site and other marketing collateral online and offline giving people a reason to follow you
- Use directories e.g. [twollow.com](http://twollow.com), [mrtweet.com](http://mrtweet.com), [wefollow.com](http://wefollow.com)

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## Twitter Resources

- A helpful online resource guide provided by Twitter - <http://bgn.bz/twitterbasics>
- If you want to use the Twitter logo refer to the Twitter Trademark - <http://bgn.bz/twittertrademark>
- Encourage people to Tweet your content from your website to their Twitter followers by adding the Tweet button to your site - <http://bgn.bz/tweetbutton>
- If you plan to run a contest on Twitter refer to their Guidelines for Twitter contests - <http://bgn.bz/twittercontests>
- Let people pay for your products with a Tweet using <http://www.paywithatweet.com>
- Send your Tweets to Facebook (though not recommended as we cover in the Facebook section) - <http://bgn.bz/twitterwithfacebook>
- Send your Facebook content to Twitter (though not recommended as we cover in the Facebook section) Facebook to Twitter – <http://www.facebook.com/Twitter>

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## Some Good Examples....

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**Weight Watchers** @WeightWatchers

Weight Watchers is dedicated to inspiring and helping you adopt a healthier way to live. For life. In the UK? Follow us here: [http://twitter.com/eww\\_uk](http://twitter.com/eww_uk) <http://www.WeightWatchers.com>

1,367 Tweets 319 Following 73,849 Followers 1,358 Listed

**Weight Watchers** Weight Watchers

Chocolate, potato chip, French fry. Find out what your must-have now cravings mean and how to keep them under control. <http://bit.ly/gZyWI>

12 hours ago

**Weight Watchers** Weight Watchers

From the best low-fat cooking methods to thickening sauces without cream, follow our top 10 tips for the kitchen. <http://bit.ly/h2LW3X>

14 hours ago

**Weight Watchers** Weight Watchers

Why sush? If you're not already a fan, read up on why you should at least try it. <http://bit.ly/eqZRD>

11 Apr

**Weight Watchers** Weight Watchers

Love snacking? Check out these five delicious new dips that will

About · Help · Blog · Mobile · Status · Jobs · Terms · Privacy · Shortcuts · Advertisers · Businesses · Media · Developers · Resources · © 2011 Twitter



@sunrisepromo Check this out:

<http://bit.ly/hctIX0Z>

2 minutes ago via HostTube

@amche29 When are you going? And where are you going?

27 minutes ago via HostTube in reply to amche29

@j7716 Getaways are great! Where are you trying to go?

29 minutes ago via HostTube in reply to j7716

@joshgoode Happy Birthday! Tell us how it goes.

41 minutes ago via HostTube in reply to joshgoode

@jillree We apologize for the long wait times, pls let us know if we can further assist you. Follow us &amp; DM your itinerary &amp; the details about 16 hours ago via HostTube in reply to jillree

@joshgoode Hey, so sorry to hear about this. Plz follow us &amp; DM your itinerary &amp; the details about 16 hours ago via HostTube in reply to joshgoode

@jillree Hey, you can check out Expedia's link for the Egypt Travel Alert here: <http://bit.ly/hsf02>

about 17 hours ago via HostTube in reply to jillree

@jillree Hey, follow us and let us know the details of your situation. This

about 18 hours ago via HostTube in reply to jillree

@jessicaritch Hey that sounds great!

about 18 hours ago via HostTube in reply to jessicaritch

@Snow Is Here... again. If you have a trip planned, please find info about airline cancellation policies here: <http://bit.ly/hsf02>

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## Questions?



## Topics & Agenda

- 1 Intro – The Nature & Role of Social in the Digital Mix.**
- 2 Facebook – How people use it, getting started & best practice**
- 3 Twitter – How people use it, getting started & best practice**
- 4 LinkedIn – How people use it, getting started & best practice**
- 5 Summary**

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# LinkedIn

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## Why People Use LinkedIn – And Who Uses it?

- 1. To network / connect with other professionals**
- 2. Business Development / sales leads**
- 3. Career / Jobs**
- 4. To Demonstrate Market Knowledge**

- **25 – 34 year olds - 50%**
- **35 – 44 year olds – 25%**
- **45 – 60 year old – 12%**

55% Male Bias

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## LinkedIn for us as Individuals...

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Anthony Quigley [1,111] MD at Web Kitchen Ireland - Marketing and Advertising

Anthony Quigley Now Even Viral Videos Have Their Own Movie Style Trailers <http://bit.ly/r7LQMM> via Twitter 3h 58 minutes ago • Like • Comment • Send a message • See activity

Current

- MD at Digital Marketing Institute
- MD at Web Kitchen
- CEO at OnlineMarketing.ie

Past

- CEO at Xanthal Limited
- CEO at iQuate
- Director, Business Development at eWare

Education

- Dublin Institute of Technology
- Trinity College, Dublin

Recommendations 9 people have recommended Anthony

Connections 500+ connections

Twitter AnthonyQuigley dmgroup

Public Profile <http://ie.linkedin.com/in/anthonyquigley>

Summary Anthony is a leading online marketer and expert in all things digital.

As founder and CEO of Irish-based Digital Marketing Institute, Ireland's leading professional body for the digital marketing industry, Anthony is considered one of the pioneers of digital marketing in Ireland.

Anthony advises and mentors organisations in how to plan and implement digital marketing campaigns, using online technologies as part of their business growth.

Suggest a profile update for Anthony...  
Send Anthony a message  
Recommend Anthony  
Save Anthony's Profile

eSaver ...and earn interest, even if you withdraw some of your savings

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Anthony's Activity

Anthony Quigley Now Even Viral Videos Have Their Own Movie Style Trailers <http://bit.ly/r7LQMM> via Twitter 3h 58 minutes ago • Like • Comment • Send a message

Anthony Quigley Social Video Sharing Just Got Put On Steroids <http://bit.ly/HYKNUU> via Twitter 3h 14 hours ago • Like • Comment • Send a message

Anthony Quigley Radio Sales Exec <http://bit.ly/eSonWC> via Twitter 21 hours ago • Like • Comment • Send a message

Anthony Quigley PCs Are Past Their Peak <http://bit.ly/hSLdmg> via Twitter 23 hours ago • Like • Comment • Send a message

Anthony Quigley Can only small businesses make money from Facebook? <http://bit.ly/flyfPQ> via Twitter 3h

Share PDF Print vCard Flag

## LinkedIn for us as an Organisation...

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This screenshot shows the LinkedIn Digital Marketing Institute group page. It features a discussion post from Philip Flynn about winning a Best Digital Marketing Net Visionary Award. Other posts mention Busa Marketing's success and various digital marketing strategies. The sidebar includes sections for 'What's Happening' and 'Most Popular Discussions'.

## Group Discussion:

- How are we currently using LinkedIn?
- What are the relevant uses / benefits for us?

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Questions?

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You Tell Me... What Does Social Mean To You and how do you think it is best used as Marketing Tool?

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Questions / Discuss?

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